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Voluntary Public

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GAIN Report Number:

South Africa - Republic of

Post: Pretoria

Food and beverages trade show

Report Categories:

Trade Show Closing

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Report Highlights:

The Africa's Big Seven (AB7) trade show took place from June 21-23, 2015 at the Gallagher Convention Centre in South Africa's Midrand area of Greater Johannesburg. Companies introduced their products, evaluated consumer demand, networked, and negotiated business deals during the event. As for FAS/Pretoria, post attended on June 22nd with the purpose of forming and maintaining relationships with the private sector and government representatives, as well as recruiting for upcoming trade missions to encourage foreign food producers to further source ingredients from American companies.

General Information

Africa's Big Seven claims to be the largest food and beverage exhibition in Africa, bringing together buyers and sellers in all types of food-related products from fresh produce to manufacturing technologies. AB7 combines seven individual events into one: the Pan Africa Retail Trade Exhibition, AgriFood, FoodTech Africa, DrinkTech Africa, Interbake Africa, Retail Solutions Africa, and FoodBiz Africa. A post-show report from the organizing party Exhibition Management Services indicated 856 companies from 49 countries exhibited at this year's show, and about 13,551 visitors from 72 countries attended.

FAS Activities

The FAS/Pretoria post primarily visited vendor exhibits and spoke with industry representatives, recruiting for upcoming trade promotion missions but also meeting with miscellaneous organizations such as the Limpopo Economic Development Agency (LEDA). FAS/Pretoria had also invited a beverage manufacturing company to the event and helped that company search for a local partner to sell their product in the region. _

Upcoming Trade Shows

AB7 holds potential to encourage US partnerships with South Africa; a list of hyperlinks for similar events is included below.

- [Americas Food and Beverage Show in Miami Beach from October 26-27, 2015](#)
- [Food & Hospitality Africa trade show in Johannesburg from May 3-5, 2016](#)
- [National Restaurant Association trade show in Chicago from May 21-24, 2016](#)

For more information about the aforementioned upcoming trade missions and USDA assistance provided to businesses interested in reaching the Southern African market, call FAS/Pretoria at +28.12.431.4057 or send an email to AgPretoria@fas.usda.gov. For information about the Agribusiness Trade Mission to Sub-Saharan Africa, which is expected to occur during the week of November 16th, 2015 in Accra, call FAS/Accra via the US embassy in Accra at +233.30.274.1000 or send an email to AgAccra@fas.usda.gov.